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PRESS RELEASE

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For Immediate Release

NOURISHING NATURE | Auckland's first hotel led regenerative travel experience

The Hotel Britomart launches a new offering for guests looking to travel lightly and give back to the community.

The Hotel Britomart in Auckland is launching a new regenerative travel experience that takes guests into New Zealand's beautiful native bush for an immersive sensory adventure that gives back to the planet and local community.

Catering to the growing number of travellers considering the environmental and social impacts of their trip, the half-day (four hour) visit to a 'native forest farm' teaches guests to harvest native herbs and plant ingredients to be later used in a delicious taster, educates them on local traditions and enables them to learn how reforesting native bush helps New Zealand's rich biodiversity flourish.

The Hotel Britomart has partnered with Velskov, a regenerative New Zealand native forest farm located in Parau, 25km west of Auckland's CBD, to offer the experience.

Guests make the 45min journey to Velskov's native forest farm in an electric van. There, they learn how to forage native foods, about the taste qualities and traditional uses of native herbs and plants, about local customs and culture and plant a native tree* to restore the forest, sequester carbon into the future and stand as a lasting marker of their trip to New Zealand.

New Zealand has lost around 75 percent of its original native forest cover. Velskov aims to make native forest food farming commercially viable, to encourage the return of land to forest cover.

Clinton Farley, general manager of The Hotel Britomart, says, "The tourism industry has an important part to play in conservation and the impacts on local communities, especially as we head towards New Zealand's goal of reaching net-zero carbon emissions by 2050. Regenerative travel is an important space for us and we see our partnership with Velskov as an opportunity to help our guests learn more about sustainability and give back in a small way to the communities they are visiting. We hope by taking part in this tour, our guests will gain a better understanding of the importance of regenerating native forests and take that knowledge back home."

The Nourishing Nature experience will launch 1 June 2024.

-ENDS-

Hotel Guest price | \$399 per person for a half-day trip (4 hour), including transport (Mercedes electric 6-seater with dedicated driver) and taster

Non Hotel Guest price | \$439 per person for a half-day trip (4 hour), including transport (Mercedes electric 6-seater with dedicated driver) and taster

Available | Tuesdays and Thursdays | 09:00am – 1:00pm and 1:30pm – 5:30pm | Advance bookings essential | Bookings will be confirmed 48 hours prior to departure with payment required also 48 hours in advance. The are two departure times per day with minimum numbers required for bookings to proceed.

Learn more | Experience created in partnership with [Velskov](#)

For more information and interviews, contact

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Images saved here: <https://thehotelbritomart.smugmug.com/Nourishing-Nature-Media-Release/Nourishing-Nature-Media-Release>

What's in a name: The Hotel Britomart (name cannot be shortened)

Website: <https://thehotelbritomart.com/nourishing-nature>

Sustainability: <https://thehotelbritomart.com/sustainable/>

About The Hotel Britomart:

Located in downtown waterfront Auckland's Britomart precinct. The Hotel Britomart is New Zealand's first 5 Green Star hotel, certified by the NZ Green Building Council. The Hotel Briotmart has 99 guest rooms and five luxurious Landing Suites that offer an oasis of calm in the centre of the city. Designed by Cheshire Architects. Find out more at thehotelbritomart.com.

About Velskov

Velskov is a native forest farm, possibly the first of its kind in New Zealand. They grow food regeneratively in a biodiverse native forest in Auckland. On 10 acres of land, Velskov grow edible native plants amongst a thriving and growing wildlife population. Their fresh native herbs, fungi, and produce are shared with sustainable luxury hotels and restaurants locally.

The forest farm hosts private and bespoke farm visits for sustainable businesses and eco-luxury travellers supporting conservation efforts. Every farm visit helps to unlock the power of regenerative climate action: reforestation, and restoration of biodiversity. Find out more at velskov.com